I claim:

1. In a parking lot, a self-guiding shopping cart collection, storage, and retrieval system, comprising:

at least one array of a plurality of demarcated parking spaces arranged as a row having a length, wherein each of said parking spaces has demarcation lines on either side defining a plurality of aisle ways between said plurality of parking spaces;

a collection channel adjacent and parallel to said row formed as an inset trough configured to allow rolling translation of a shopping cart along the length of the row to a collection end, said collection channel having a generally planar floor and at least one inclined side bank wherein said floor is downwardly linearly inclined toward said collection end; and

a plurality of lateral feed channels intersecting with said collection channel and aligned with said aisle ways, said plurality of lateral feed channels having said each having opposing side banks and configured to allow rolling translation of a shopping cart from the parking lot into said collection channel, said lateral feed channels having a linearly inclined floor with an upper end contiguous to said parking lot and a lower end contiguous to said floor of said central channel whereby shopping carts from the parking lot are introduced into said lateral feed channels and

guided therethrough by said opposing side banks into said collection channel.

2. The system of claim 1, wherein said collection channel and said lateral feed channels are formed from a rigid material inset into a substrate.

3. The system of claim 1, wherein said collection end of said collection channel includes an oppositely sloping ramp intersecting with said floor of said collection channel whereby shopping carts in the collection channel can be pushed up the ramp to the parking lot.

4. In a parking lot , a self-guiding shopping cart collection, storage, and retrieval system, comprising:

at least one array of a plurality of demarcated parking spaces arranged as a row having a length, wherein each of said parking spaces has demarcation lines on either side defining a plurality of aisle ways between said plurality of parking spaces;

a collection channel adjacent to said and parallel to said row formed as an inset trough configured to allow rolling translation of a shopping cart along the length of the row to a collection end, said collection channel having a generally

planar floor and at least one linearly inclined side bank having a lower edge contiguous to said floor of said collection channel and an upper edge contiguous to the parking lot wherein said floor is downwardly linearly inclined toward said collection end; and

a plurality of barrier units having a quadrilateral configuration flushly adjoined to at least one of said opposing side banks and aligned with each of said plurality of parking spaces, each of said barrier units including a front curb portion adjacent to said floor of said collection channel and opposing side curb portions aligned with said demarcation lines, whereby said barrier units define a plurality of lateral feed channels intersecting with said collection channel and aligned with said aisle ways whereby shopping carts from the parking lot are introduced into said lateral feed channels and guided therethrough by said opposing side banks into said collection channel.

5. The system of claim 4, wherein said collection channel is formed from a rigid material inset into a substrate.

6. The system of claim 4, wherein said barriers are formed from concrete.

7. The system of claim 4, wherein said barriers are formed from molded rubber.

8. The system of claim 4, wherein said barriers are formed from molded plastic.

9. The system of claim 4, wherein said barriers are formed from molded recycled materials.

10. The system of claim 4, wherein said barriers are formed from wood.

11. The system of claim 4, wherein said barriers are formed from metal.

12. The system of claim 4, wherein said collection end of said collection channel includes an oppositely sloping ramp intersecting with said floor of said collection channel whereby shopping carts in the collection channel can be pushed up the ramp to the parking lot.

13. A method for providing a self-guiding shopping cart collection, storage, and retrieval system in a parking lot, comprising:

providing at least one array of a plurality of demarcated parking spaces arranged as a row having a length, wherein each of the parking spaces has

demarcation lines on either side defining a plurality of aisle ways between the plurality of parking spaces;

providing a collection channel adjacent to and parallel to the row formed as an inset trough of a rigid material set into a substrate; the collection channel being configured to allow rolling translation of a shopping cart along the length of the row to a collection end, wherein the collection channel has a generally planar floor and at least one linearly inclined side bank having a lower edge contiguous to the floor of the collection channel and an upper edge contiguous to the parking lot wherein the floor is downwardly linearly inclined toward the collection end;

attaching a plurality of barrier units having a quadrilateral configuration to at least one of the opposing side banks wherein the barrier units are aligned with each of the plurality of parking spaces, each of the barrier units including a front curb portion adjacent to the floor of the collection channel and opposing side curb portions aligned with the demarcation lines; and

providing an oppositely sloping ramp whereby shopping carts in the collection channel can be pushed up the ramp to the parking lot, whereby the barrier units define a plurality of lateral feed channels intersecting with the collection channel and aligned with the aisle ways whereby shopping carts from the parking lot are introduced into the lateral feed channels and guided therethrough by the opposing side banks into the collection channel.

14. The system of claim 13, wherein said barriers are formed from concrete.

15. The system of claim 13, wherein said barriers are formed from molded rubber.

16. The system of claim 13, wherein said barriers are formed from molded plastic.

17. The system of claim 13, wherein said barriers are formed from molded recycled materials.

18. The system of claim 13, wherein said barriers are formed from wood.

19. The system of claim 13, wherein said barriers are formed from metal.